

FIG 1

FIG. 2

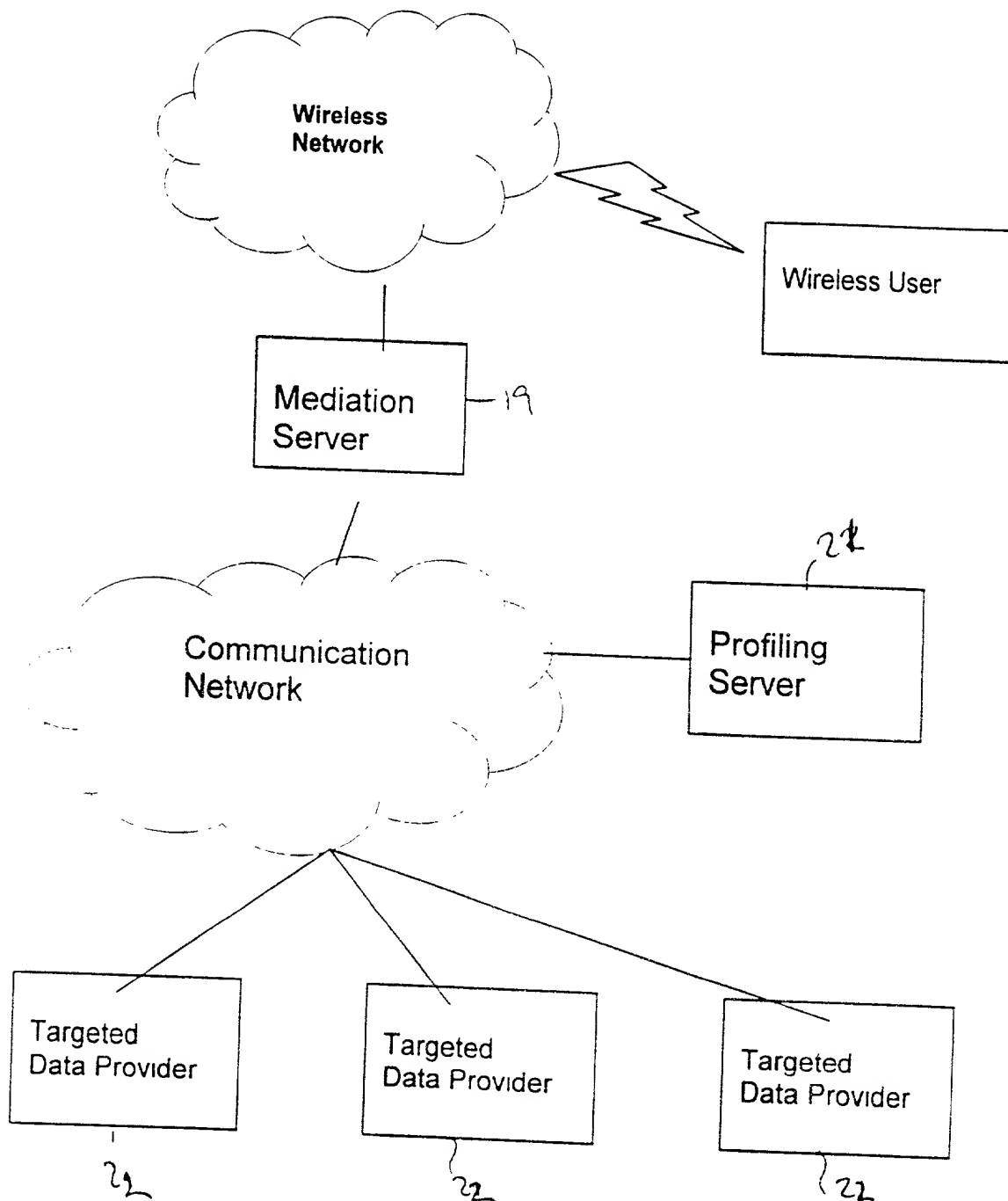


FIG 2

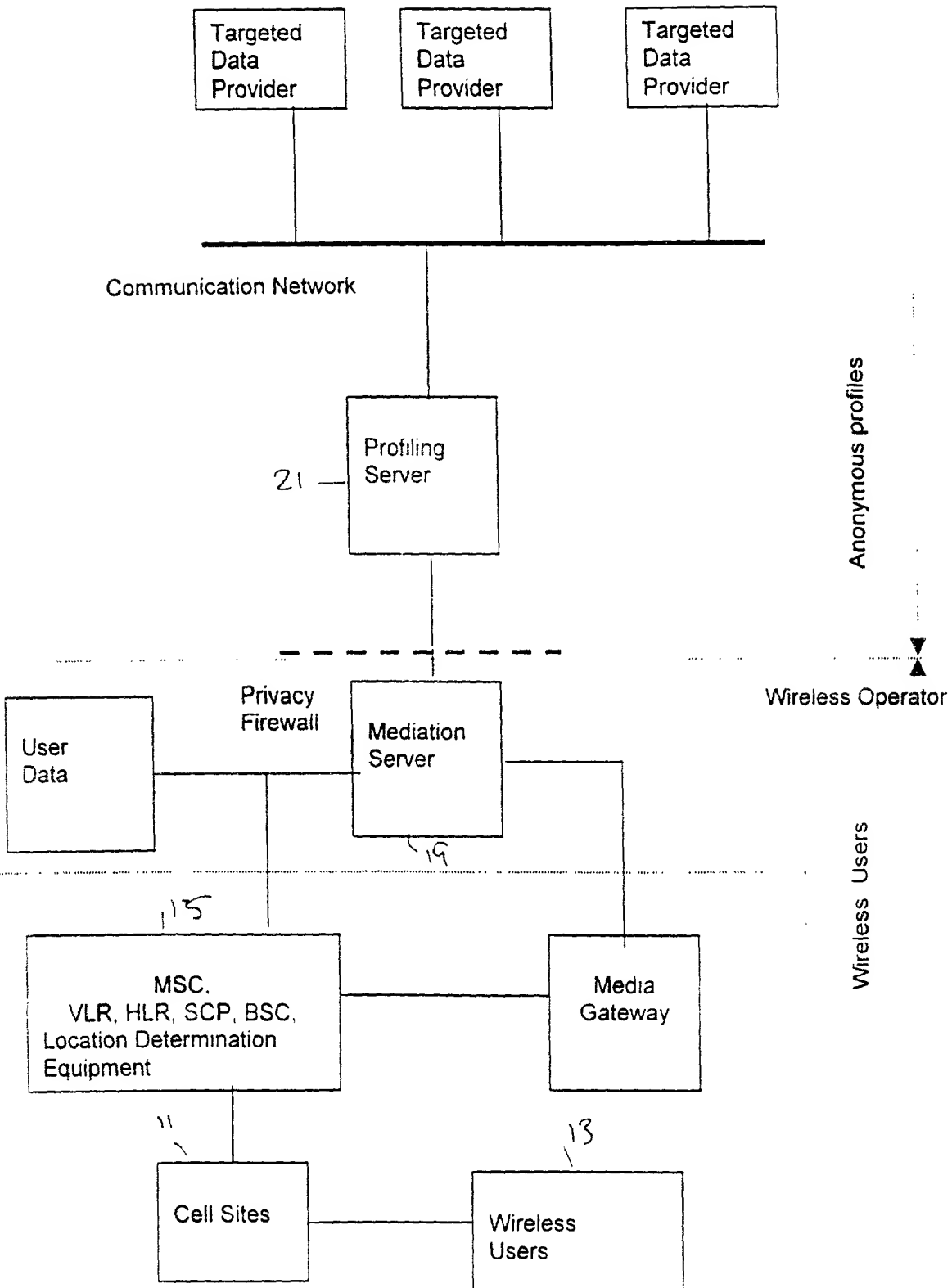


FIG 3

Wireless Network

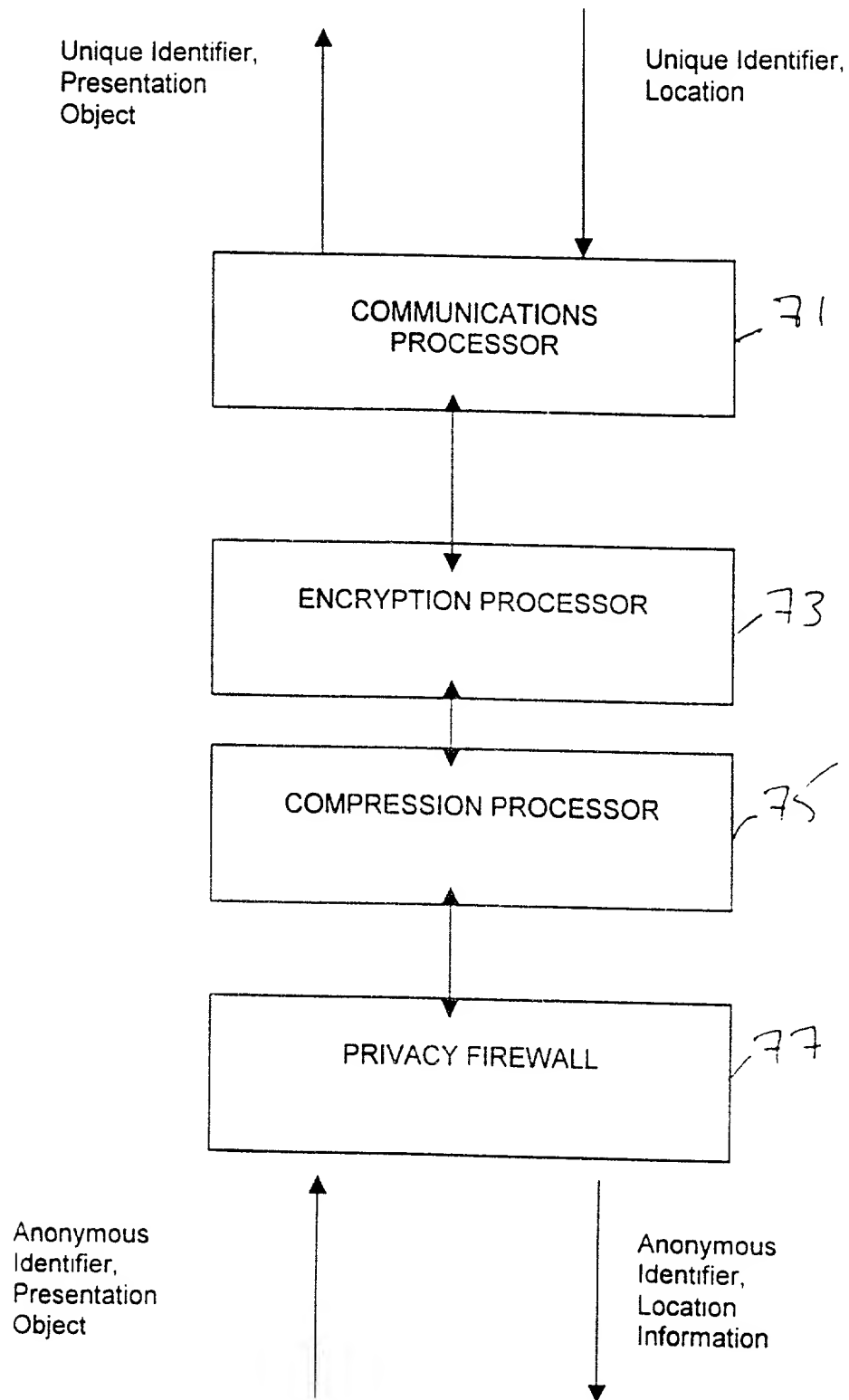


FIG. 4

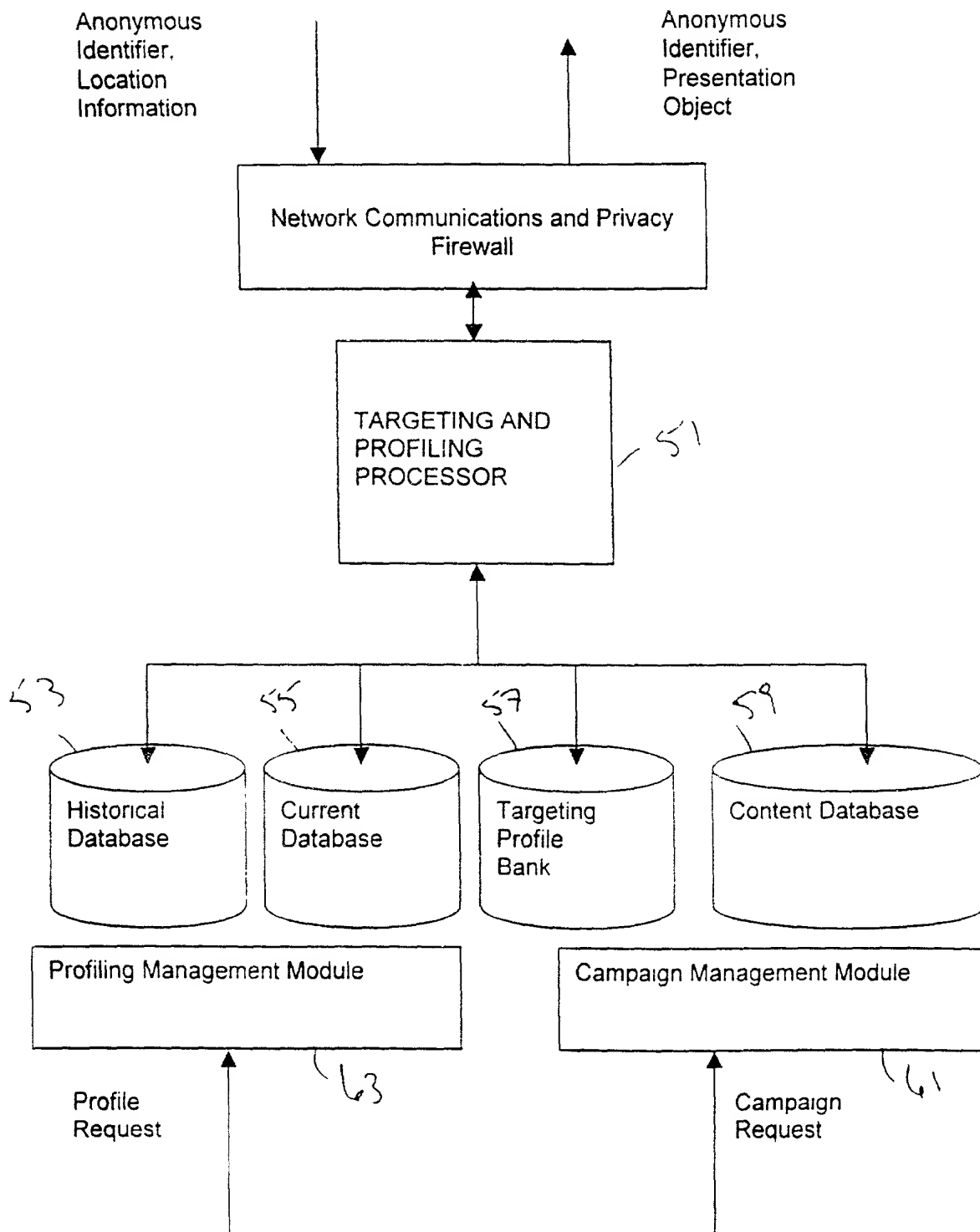


Fig. 5

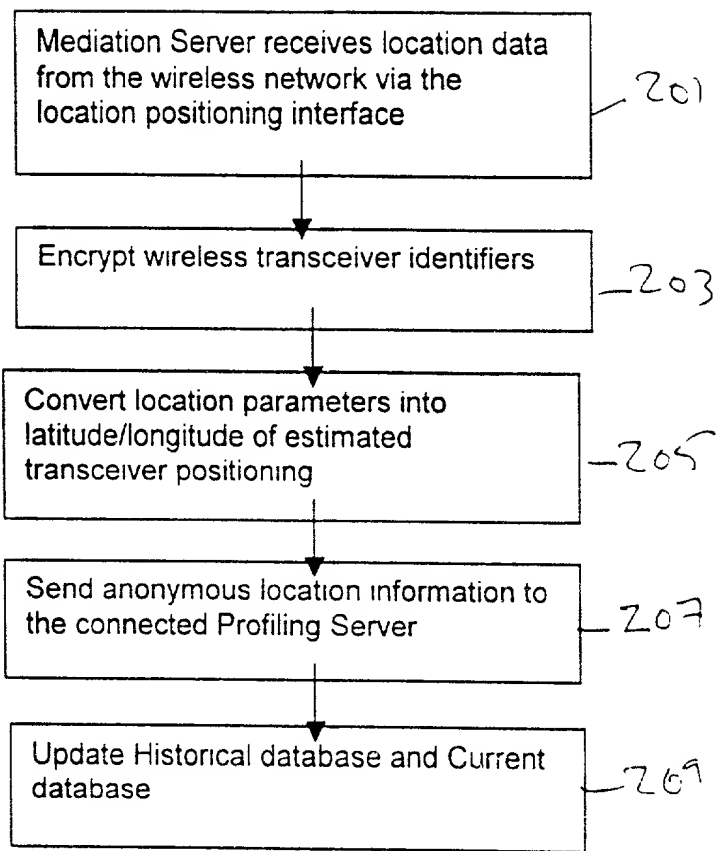


FIG 6

START

Create campaign by defining  
presentation object and  
targeted criteria and triggers - 101

Launch campaign at a  
scheduled time - 103

Compare targeted criteria with profile data  
including historical data, current location  
information and psychographic data - 105

Forward the presentation  
object to selected anonymous  
identifiers via the Mediation  
Server - 107

Decrypt wireless transceiver  
identifiers from anonymous  
identifiers - 109

Transmit presentation object  
to the selected wireless  
transceivers - 111

Fig 7

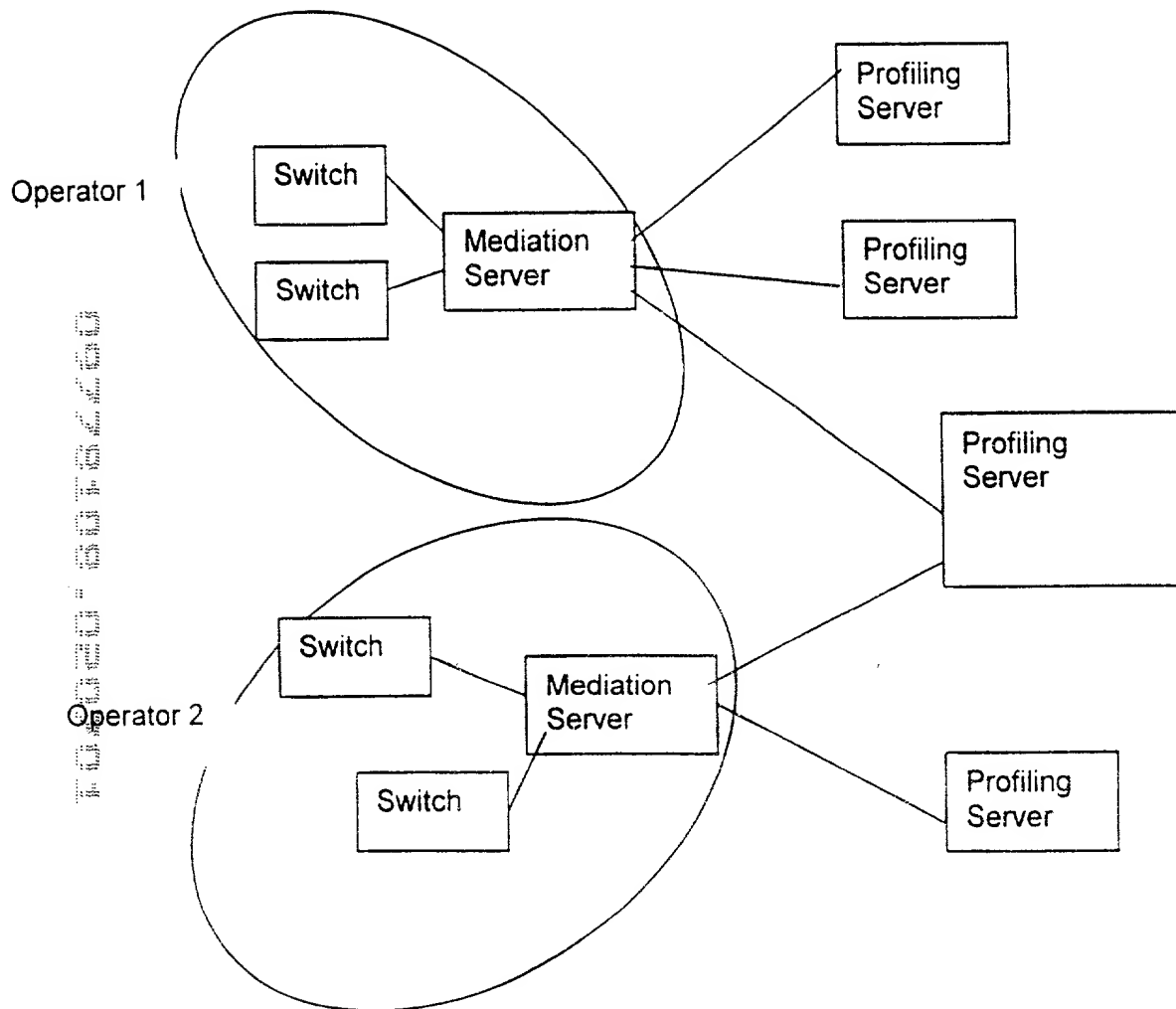


Fig. 8